WHAT IS CLAIMED IS:

1. A baking oven, comprising:

a baking chamber in which the goods to be baked can be accommodated;

at least one heating system for heating air circulating in the baking chamber; and

at least two fans for circulating the air in the baking chamber, the fans being driven to rotate in the same direction and in opposite directions.

2. The baking oven according to claim 1, wherein the fans can each be driven to rotate clockwise and counterclockwise.

3. The baking oven according to claim 1, wherein a control unit is provided for switching the direction of rotation of the individual fans as a function of an operating program.

4. The baking oven according to claim 1, wherein the fans suck the air, in particular directly, out of the baking chamber.

5. The baking oven according to claim 1, wherein there is only a slight distance between the perimeter of the two fans.

6. The baking oven according to claim 1, wherein the fans are arranged in a plane, in particular in a vertical plane

7. The baking according to claim 1, wherein the fans are arranged one above the other.

8. A method of operating a shop baking oven having a baking chamber in which the goods to be baked can be accommodated, having at least one heating system for heating air circulating in the baking chamber and having at least two fans for circulating the air in the baking chamber, the method comprising:

driving the fans to rotate in the same direction during a baking operation in at least one co-rotating phase; and

driving the fans to rotate in opposite directions during the baking operation in at least one contra-rotating phase.

9. The method according to claim 8, wherein during the baking operation at least two different co-rotating phases are provided where the fans are driven to rotate counterclockwise during the one co-rotating phase and whereby the fans are driven to rotate clockwise during the other co-rotating phase.

10. The method according to claim 8, wherein during the baking operation at least two different contra-rotating phases are provided whereby the fans are driven to rotate in the opposite direction of rotation respectively during the different contra-rotating phases.

11. The method according to claim 8, wherein during the baking operation at least two co-rotating phases and/or at least two contra-rotating phases are provided, whereby a contra-rotating phase is provided between two co-rotating phases and/or a co-rotating phase is provided between

two contra-rotating phases.

12. The method according to claim 8, wherein the contra-rotating phase and co-rotating phase each essentially have the same duration.

13. The method according to claim 8, wherein the duration of a baking operation is distributed uniformly among the contra-rotating phase and co-rotating phase.

14. The method according to claim 8, wherein the fans are operated at essentially the same circulation output in terms of absolute value.